

National Advertising Account Administration

(Handbook of General Information
for conduct of business with College Radio Corporation)

Special detailed instructions covering the
Lucky Strike program series included in
last section of this booklet (Form GI-2)

September, 1955

Form GI-1f

Form GI-2a

Handbook of General Information
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On the following pages will be found general information about the activities of College Radio Corporation, national advertising representative for more than one hundred college campus radio stations in thirty-nine states and the District of Columbia, including stations of the Intercollegiate Broadcasting System.

Also included in this booklet will be found sections dealing specifically with rates, discounts, commissions, handling of contracts, affidavits and so on. Please use these instructions as your guide in your handling of all national advertising accounts.

All services described in this booklet are performed by College Radio Corporation, with the exception of the Newscast-Sportscast programs (the so-called "Lucky Strike package program series"), which is produced by Eastern States Radio Corporation, Columbus 16, Ohio; stations carrying the Newscast-Sportscast programs will contract with Eastern States Radio but will direct operational correspondence and affidavits to College Radio Corporation.

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1. Typical Nationally Sponsored Programs
2. Additional National Advertising
3. How We Solicit Advertisers
4. The Representation Agreement
5. How To Insure Your Representation
6. Rates, Discounts and Commissions
7. How To Figure What You Get
8. Payment of Accounts
9. How Contracts Are Placed
10. Omissions - Non-compliance With Contracts
11. Rules For Make-goods
 - a) General (all accounts except Career Hour, Lucky Strike, and Old Gold. See form GI-2 for rules concerning Lucky Strike make-goods*)
 - b) Career Hour
 - c) Old Gold programs
12. Submitting Affidavits
13. Commercial Copy
14. If You Leave The Air
15. Writing About Your National Advertising
16. Other Services of CRC

*Form GI-2 has also been bound into this booklet, following Section 16

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3. How We Solicit Advertisers
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5. How To Renew Your Representation
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Package Programs and National Representation Offered Campus Radio Stations

1. Typical Nationally Sponsored Programs

A. Newscast-Sportscast Plan (sponsored by Lucky Strike cigarettes): Under this plan participating stations are provided with the 24-hour radio news teletype wire service of the United Press, supplying complete coverage of world and regional news and sports. In return, stations furnish Lucky Strike with 15-minute news and sports programs during the broadcast year. Stations operating commercially six or more days a week furnish two programs daily, six days a week; stations operating commercially five days a week furnish three programs daily, three days a week, and two programs daily, two days a week. Each station must provide a minimum of 312 programs during the year. All rights to the UP material are reserved to Lucky Strike, although stations may broadcast as many sustaining programs using UP material as they want if such programs are introduced as made available through the courtesy of the American Tobacco Company, makers of Lucky Strike cigarettes. Stations carrying Luckies programs should see full administrative instructions in form GI-2 for all details of scheduling, production, and so on.

Seventy-eight stations are now participating in the Lucky Strike college radio campaign. While all places are currently taken, listings are being made of stations interested in being added to this series if new openings occur.

B. The Career Hour (produced for Career Publications, Inc.): The Career Hour series features programs of recorded classical, semi-classical or popular music broadcast daily, five days a week during the college broadcast year. Within this program are scheduled announcements purchased by leading industrial firms soliciting the interest of college seniors who will be looking for jobs on graduation. Provision is also made for participating advertisers to schedule up to three 10-minute talks or interviews each year in which a company representative is featured, and the cooperation of each campus placement office is welcomed through the station's making available the Career Hour facilities for announcements from the placement director. The number of participating advertisers on this program may be expected to vary from college to college, since some firms concentrate on engineering schools while others include liberal arts colleges; however, the number of advertisers determines the program time required of the station in each particular case. For example, if there are one or two advertisers scheduled for a particular day of the week, on that day the program time minimum would be fifteen minutes. For three advertisers on a given day, a half-hour program is required. For four advertisers, forty-five minutes; and for six or more advertisers, sixty minutes is required.

Participating advertisers in the Spring of 1955 included American Airlines, Burroughs Corporation, Chance-Vought Aircraft, Dun & Bradstreet, North American Aviation, Inc., Owens-Corning, Radio Corporation of America, Worthington Corporation, and others. Since most participating companies make conscientious efforts to measure the results of their Career Hour advertising (by asking students interviewed if they have heard the Career Hour and by checking with the college placement director) special attention must be given by all stations to full promotion of these programs. In addition to careful selection of a good listening time in scheduling the program, consultation with the college placement officer at least three times each year is essential. He should be invited to visit your station and give you announcements periodically which will help him in reaching the student

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body. In addition to announcements about visiting recruiters' schedules, the placement officer might want occasionally to prepare a short talk on interviews or job-getting techniques, or about the functions of the placement office. The station must assume responsibility to confer with the college placement director to discuss suggestions he may have to improve the program or make it fit in more closely with the activities of his office.

Stations are paid for Career Hour advertising at the one-minute spot announcement rate for each participating company announcement, and at the same spot rate for each 10-minute interview.

- C. The Old Gold Programs: On a number of stations Old Gold has purchased a package program featuring a girl disc jockey and recorded popular music. Stations are provided with a series of transcriptions of the disc jockey, which are intermixed with records from the stations' local music library, using titles suggested by the producer (one or two alternate titles are provided to cover the possibility that the original selection may not be included in the station library). Some specific records may occasionally be furnished to stations for this program, at cost. No local announcer is used in any part of these programs.

One 15-minute program daily, five days a week throughout the broadcast year, is required from participating stations, as well as cooperation in poster placement and similar promotion. Stations receive payment for each program at standard rates.

2. Additional National Advertising

In addition to the above package programs, our services to college radio stations include a constant search for advertisers interested in smaller program series or in spot announcement campaigns. Examples of this are the R. J. Reynolds spots run during 1954 and 1955 and the New York Telephone Co. announcements which have been running on all New York state stations for several years. As these contracts become available they are offered directly to those stations selected by the sponsor from our lists.

3. How We Solicit Advertisers

At least twice each year we forward comprehensive questionnaires to each radio station for whom we sell, requesting detailed information concerning coverage, station facilities, schedules, availabilities, and so on. Once or twice each year we also ask many stations to conduct simple surveys of listenership and advertisers' brand preference analysis. This information constitutes the basis of our representation of each station as we solicit national advertisers and their agencies.

4. The Representation Agreement

From each station we represent directly for national advertising, we request an agreement authorizing us to solicit on the station's behalf. Standard agreement forms are available for examination or completion from CRC. In general, all advertising is placed in accordance with the Standard Conditions Governing Contracts for Spot Broadcasting, Adopted 1946 by the National Association of Broadcasters. It is important, however, that you be thoroughly familiar with the basic rate, discount and commission structure (see Section 6.)

If your station is affiliated with the Intercollegiate Broadcasting System, a separate representation agreement with us is not required, as we are the national advertising representative of IBS. Note, however, that Trial Members

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of IBS are not eligible for national advertising. Should your station be in Trial status, and you desire representation for national accounts, we suggest you apply to IBS for Full Member status.

5. How To Insure Your Representation

To be sure your station will be listed for each prospective advertiser's consideration, be positive we are kept up-to-date with full information on your days and hours of broadcast, your program schedule, your enrollment (broken down as to men and women) as it relates to the number of students living within the signal area of your station, and the name and home address of the station manager. Whenever you are asked to do one of the simple listenership or brand preference surveys, submit your report promptly. All these items are essential if you are to have an equal chance with other stations for national advertising. Forms are available on request from CRC for listing your program schedule and other pertinent information.

6. Rates, Discounts and Commissions

The schedule of rates and discounts we recommend for national advertising are those approved by the Intercollegiate Broadcasting System (excluding remuneration given under the Newscast-Sportscast Plan). The rate per unit of program time is dependent upon the number of students who live within your signal area.

Station Coverage	1 hour	$\frac{1}{2}$ hour	$\frac{1}{4}$ hour	10 min.	5 min.	1 min.	20 sec.
2501-plus	\$30.00	18.00	12.00	9.00	6.00	4.50	3.00
1501-2500	25.00	15.00	10.00	7.50	5.00	4.25	2.75
1001-1500	20.00	12.00	8.00	6.00	4.00	3.40	2.20
250-1000	15.00	9.00	6.00	4.50	3.00	2.55	1.65

Frequency Discounts: 13 broadcasts, 5%; 26 broadcasts, 10%; 39 broadcasts, $12\frac{1}{2}\%$; 52 broadcasts, 15%; 104 broadcasts, $17\frac{1}{2}\%$; 130 broadcasts, 20%; 260 broadcasts, 30%; 390 broadcasts, 50% (no group discount allowable when 390-broadcast frequency discount earned.)

Group Discounts: (added to Frequency Discount before computation of advertiser's gross rate) 1% for 23 stations, plus 1% for each additional 3 stations, to a maximum group discount of 20%.

Commissions: If your station is not affiliated with IBS, from the gross amount paid by the advertiser, the following commissions are deducted: 15% for sponsor's advertising agency; 16.3375% sales commission* and 7.25% service fee for College Radio Corporation (the service fee covers such services of CRC as distribution of sponsor's commercial copy, coordination of production among stations, collection of affidavits of performance, and billing of advertiser.)

If your station is affiliated with IBS, from the gross amount paid by the advertiser, the following commissions are deducted: 15% for sponsor's advertising agency; 12.75% for College Radio Corporation as national advertising sales representative; and 10.8375% for the Intercollegiate Broadcasting System (about two-thirds of which, corresponding to 7.25% of the gross, is remitted to CRC as a service fee by IBS.)

* If your station contracted for direct representation by College Radio Corporation prior to September 1st, 1954, and has not allowed direct representation to lapse, the sales commission deducted is 12.75%, and the net to the station 65%.

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2501-plus	\$30.00	18.00	12.00	9.00	6.00	4.50	3.00
1501-2500	25.00	15.00	10.00	7.50	5.00	4.25	2.75
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 Group Discounts: (added to Frequency Discount before computation of advertiser's
 gross rate) 1% for 25 stations, plus 1% for each additional 5 stations, to a
 maximum group discount of 20%.

Commissions: If your station is not affiliated with IBS, from the gross amount
 paid by the advertiser, the following commissions are deducted: 15% for sponsor's
 advertising agency; 16.33% sales commission* and 7.5% service fee for College
 Radio Corporation (the service fee covers such services of CRC as distribution
 of sponsor's commercial copy, coordination of production among stations, collect-
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 a service fee by IBS.)

* If your station contracted for direct representation by College Radio Corpor-
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 lapse, the sales commission deducted is 12.5%, and the net to the station 60%.

7. How To Figure What You Get

The price quoted the advertiser is arrived at by deducting applicable frequency and group discounts from your basic rate shown in the table above. Since the commissions total approximately 38.6%, the net your station will receive will be about 61.4%* of the price paid by the advertiser for your station's facilities - whether you are represented directly by CRC or as a member of IBS. This net figure will in most cases be somewhat higher than the station's local rate for corresponding facilities.

8. Payment of Accounts

On the first day of each month, affidavit forms are mailed out to stations from CRC in New York. When these forms reach the station (usually by the 3rd to the 5th of the month), they should be filled out from the station log, signed, notarized and returned promptly to CRC. A complete report must be given in the affidavit for all broadcasting for each advertiser during the calendar month just ended (see detailed instructions on affidavits in Section 12.) As soon as your affidavits are returned to CRC, they are checked and passed on to the sponsor for approval and payment. The process of checking and payment usually may be expected to take about 30 days. Thus payment for a given calendar month will normally be made about the 30th of the month following, provided affidavits have been submitted promptly and in order.

Payments made under package program contracts may follow a special set of rules - see your particular contract for details. For example, payments for the Career Hour programs are made not monthly but at intervals of three times a year. The first payment covers broadcasting done from September through December; the second from January through February; and the third from March through May.

No bills are required from the station. Payments are made automatically on the basis of facilities ordered and affidavits received, as soon as payment has been approved by the sponsor.

If your station is represented directly by CRC, your check will be mailed by CRC from its New York office; if your station is affiliated with IBS, CRC will forward payments due you to IBS, whose treasurer will in turn remit to you. Stations affiliated with IBS having questions about their national advertising remittances are requested to address their inquiry to the business manager of IBS.

9. How Contracts Are Placed

When an advertiser notifies us of his desire to buy announcements or programs on your station, we immediately send you a Time Order, in duplicate. On one side of the Time Order will be found the Standard Conditions governing the placing of the order. On the other side will be found the particulars of the order - what length announcement or program, what dates announcements or programs are to be done, and at what time. Occasionally additional special provisions will appear either on the Time Order itself or in a "Rider," or separate sheet attached.

When you receive a Time Order, it is essential that you check it immediately to ascertain whether the hours and dates ordered can be delivered to the advertiser. For example, be sure no date on which advertising is ordered falls within a college vacation period or other interval when the station will not be on the air. In making the sale, College Radio Corporation provided the advertiser with your program schedule and calendar of broadcast dates as you furnished that information to us, so there should be no reason why the hours and dates ordered should not be correct as related to your schedule. However, should you

* See footnote, page 3.

The price quoted the advertiser is arrived at by deducting applicable free- agency and group discounts from your basic rate shown in the table above. Since the commissions total approximately 38.5%, the net your station will receive will be about 61.5% of the price paid by the advertiser for your station's facilities - whether you are requested directly by CRC or as a member of IBS. This net figure will in most cases be somewhat higher than the station's local rate for corresponding facilities.

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see that you cannot follow the Time Order precisely, notify CRC at once with full details and your suggested alternate schedule.

After you have checked the Time Order and found it possible to comply in all respects, the colored copy (or copies) should be signed and returned promptly to CRC. (This should be done on the same day the Time Order is received by the station, so that we will be able to confirm your receipt and approval of the order.) The white copy of the Time Order should be retained in the station files for reference.

Always act at once on receipt of a Time Order. Either sign and return the CRC copy (or copies), or write or wire CRC immediately with details of why any delay will occur in beginning the contract, or why any times or dates ordered cannot be delivered.

10. Omissions - Non-compliance With Contracts

Occasionally you may cancel an ordered announcement or program for a substitute broadcast in the public interest (play-by-play sports broadcasts are in this category, as are addresses by political or college officials and special election reports.) Or, you may find yourself off the air temporarily due to technical difficulties. In such instances, you should plan to do make-goods for each and every announcement or program you miss. Always ask for approval of the time and date you want to do a make-good before the announcement or program is missed, unless the omission is due to technical failure, when a make-good can be approved after the omission. Your failure to observe the foregoing rules will result in cancellation of the particular contract.

Follow this procedure: as soon as you see you will not be able to broadcast a given announcement or program at the time and date specified in the Time Order, write to CRC with the following information: 1) the time and date of the announcement or program which will be missed; 2) the advertiser; 3) the reason why the omission will occur; 4) the time and date you suggest for the make-good announcement or program (see Section 11); 5) the name and type of programs immediately preceding and immediately following the make-good, if any change in these has occurred since you last submitted your program schedule. On receipt of this information, CRC will request approval of the make-good from the particular advertiser, and will advise you accordingly.

Never make any changes in the times and dates at which you schedule advertising announcements or sponsored programs without prior approval from CRC. Not only will you not be paid for announcements and programs done at times other than those ordered on the Time Order, but you may so aggravate the advertiser that you lose the contract.

11. Rules for Make-goods

A. General (all accounts except Lucky Strike, Career Hour, and Old Gold. See form GI-2 for rules concerning Lucky Strike make-goods.)

1. Every announcement or program missed must be made good.
2. Make-goods must be scheduled within one week of the omission.
3. Commercials for competitive products must be separated from each other by a full thirty minutes. Keep this in mind in scheduling make-goods. (A mistake which places a Camel make-good within thirty minutes of a Lucky Strike newscast will cause you to lose credit both for the make-good and the newscast.)
4. Make-goods must also be separated by an hour from regularly

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4. Make-goods must also be separated by an hour from regularly

- scheduled announcements or programs for the same sponsor.
5. Get prior approval for each make-good (see Section 10).
 6. Report all make-goods on the regular affidavit.

B. Career Hour make-goods.

Every participating advertiser on the Career Hour must receive the full number of announcements ordered in the Time Order, during the course of the year (usually each advertiser will order 26 announcements). If you miss a Career Hour program, or one of the ordered announcements in a program, make it up within a week of the omission. If just one announcement is involved, add it to a regular Career Hour program on another day; if several announcements or an entire program segment are involved, try to extend a regular Career Hour program on another day into a long enough period to accomodate the required make-goods. However: no more than one announcement for any one participating advertiser may be scheduled for broadcast on any one night. This means a make-good must always be planned for a different night than that on which any regularly scheduled announcement for the same advertiser is scheduled.

For Career Hour announcements and only Career Hour announcements, no advance approval from CRC is required for make-goods provided you follow the above rules.

C. Old Gold program make-goods.

You must make absolutely certain, if you are one of the stations carrying Old Gold programs, that you deliver the full 130 programs ordered during the course of the year. Normally, you will have one program scheduled each weekday, Monday through Friday. Should you miss one of these programs, or if your broadcast year is too short to fit the full 130 shows in at the rate of 5 a week, plan one or more make-goods promptly. If possible, schedule your make-good at the regular daily time on Sunday.

In any event, use the Old Gold programs in their proper numerical sequence as you go along. For example, should you miss broadcasting program number 20 on October 28th, do show number 20 as the next Old Gold program you broadcast - don't set it aside to me "made-good" and go on to number 21.

Get advance approval for contemplated Old Gold program make-goods, in accordance with Section 10.

12. Submitting Affidavits

On the first day of each month affidavits forms for each advertising account are mailed to stations from CRC in New York. These forms should reach the station about the 3rd to the 5th of the month, and are to be filled in immediately with a report on broadcasting done for each advertiser during the calendar month just ended. Be sure to list the exact beginning time of each announcement or program (marked AM or PM) opposite the appropriate date, plus any other information called for on the affidavit form for that account. If any announcement or program which was ordered in the Time Order was omitted for any reason whatever, you must state why on the affidavit opposite the particular date. Similarly, if there was any delay in beginning an announcement or program (even as little as a minute), you must state why.

For most accounts you will be asked to submit two copies of the affidavit (three copies for Reynolds). Instructions as to how many copies should be returned will be found on the affidavit form itself or accompanying the form.

Each affidavit must be signed and notarized. Do not erase on the affidavit. If you make an error, cross it out, make a correction, and initial the correct-

5. Get prior approval for each make-good (see Section 10).
6. Report all make-goods on the regular affidavit.

B. Career Hour make-goods.

Every participating advertiser on the Career Hour must receive the full number of announcements ordered in the Time Order, during the course of the year (usually each advertiser will order 26 announcements). If you miss a Career Hour program, or one of the ordered announcements in a program, make it up within a week of the omission. If just one announcement is involved, add it to a regular Career Hour program on another day; if several announcements or an entire program segment are involved, try to extend a regular Career Hour program on another day into a long enough period to accommodate the required make-goods. However, no more than one announcement for any one participating advertiser may be scheduled for broadcast on any one night. This means a make-good must always be planned for a different night than that on which any regularly scheduled announcement for the same advertiser is scheduled.

For Career Hour announcements and only Career Hour announcements, no advance approval from CHC is required for make-goods provided you follow the above rules.

C. Old Gold program make-goods.

You must make absolutely certain, if you are one of the stations carrying Old Gold programs, that you deliver the full 130 programs ordered during the course of the year. Normally, you will have one program scheduled each weekday, Monday through Friday. Should you miss one of these programs, or if your broadcast year is too short to fit the full 130 shows in at the rate of 5 a week, plan one or more make-goods promptly. If possible, schedule your make-good at the regular daily time on Sunday.

In any event, use the Old Gold programs in their proper numerical sequence as you go along. For example, should you miss broadcasting program number 20 on October 28th, do show number 20 as the next Old Gold program you broadcast - "Hog" set it aside to me "made-good" and go on to number 21. Get advance approval for contemplated Old Gold program make-goods, in accordance with Section 10.

12. Submission Affidavits

On the first day of each month affidavits forms for each advertising account are mailed to stations from CHC in New York. These forms should reach the station about the 2nd to the 5th of the month, and are to be filled in immediately with a report on broadcasting done for each advertiser during the calendar month just ended. Be sure to list the exact beginning time of each announcement or program (marked AM or PM) opposite the appropriate date, plus any other information called for on the affidavit form for that account. If any announcement or program which was ordered in the Time Order was omitted for any reason whatever, you must state why on the affidavit opposite the particular date. Similarly, if there was any delay in beginning an announcement or program (even as little as a minute), you must state why.

For most accounts you will be asked to submit two copies of the affidavit (three copies for Reynolds). Instructions as to how many copies should be returned will be found on the affidavit form itself or accompanying the form. Each affidavit must be signed and notarized. Do not erase on the affidavit. If you make an error, cross it out, make a correction, and initial the correction.

ion.

If your station fails to return the completed affidavits promptly, CRC sends follow-ups. For example, if we do not have your reports by the 10th of the month following the month of broadcast, we mail out a new set of forms for your attention. If your affidavit has still not been received by the 17th, we resort to special delivery letters, telegrams and telephone calls - at your expense - requesting the affidavit. Most non-college radio stations bill by the 5th of each month. We cannot bill later than the 15th without risking loss of the account. Since affidavits must accompany all bills, we are sure you will understand why you must be prompt with your affidavits each month, above all else. Don't underestimate the possibility that you'll lose an account by being late with your affidavits - it has happened! Once this occurs, it becomes very difficult to interest that particular advertiser in your station again.

13. Commercial Copy

Commercial copy may be provided in either of two forms - script, to be delivered "live" by your local announcer, or transcribed. Normally any copy intended to be used "live" will be forwarded to you in the same package along with the Time Order. Transcriptions are shipped under separate cover; if any have been shipped, notice to that effect will be found on the Time Order. If you receive a Time Order but no commercial material by the third day before the first ordered broadcast, wire CRC for duplicate copy. (If transcriptions are involved, check your local express agent first.)

Take good care of transcriptions! Guard against warpage and scratching from abuse in handling. Write to CRC promptly for replacement of worn, scratchy or damaged transcriptions. Replacement transcriptions are almost always shipped collect, to insure faster delivery; you can bill us for the charges.

14. If You Leave The Air

If you leave the air unexpectedly - due to technical difficulties or any other problem - for 24 hours or more, you must wire College Radio Corporation, 14 West 45th Street, New York, collect, at once. Tell us why you are off the air, when you went off (include hour as well as date), and when you expect to return to the air.

15. Writing About Your National Advertising

Always address all letters, telephone calls and wires about any aspect of your national advertising to College Radio Corporation, 14 West 45th Street, New York 36, New York. Never communicate directly with an advertiser or advertising agency. To do so violates industry custom, and will delay the results you seek.

16. Other Services of CRC

College Radio Corporation distributes without charge to all stations a semi-monthly newsletter with information about current advertising accounts, and extra services available through CRC, like the Columbia and RCA record subscription plans. Be sure to read the newsletter thoroughly, as it often contains instructions relevant to running accounts.

In addition, we welcome the opportunity to assist your station in any way we can. Feel free to write us for any service you feel we may be able to provide.

Other booklets available from CRC: GI-2 - Complete, detailed instructions on the Newscast-Sportscast programs sponsored by Lucky Strike. TI-1 - College Radio Engineering Handbook.

If your station fails to return the completed affidavit promptly, CRC sends follow-ups. For example, if we do not have your report by the 10th of the month following the month of broadcast, we mail out a new set of forms for your attention. If your affidavit has still not been received by the 17th, we resort to special delivery letters, telegrams and telephone calls - at your expense - requesting the affidavit. Most non-college radio stations bill by the 5th of each month. We cannot bill later than the 15th without risking loss of the account. Since affidavits must accompany all bills, we are sure you will understand why you must be prompt with your affidavits each month. Above all else, don't underestimate the possibility that you'll lose an account by being late with your affidavits - it has happened! Once this occurs, it becomes very difficult to interest that particular advertiser in your station again.

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Form GI-2

Production and Administration of
Lucky Strike College Radio Programs

The Program At participating campuses, Lucky Strike has ordered a weekly schedule of twelve or thirteen 15-minute programs of news and sports throughout the college broadcast year. Stations broadcasting commercially six or more days a week provide two programs daily, six days a week. Stations broadcasting commercially only five days a week provide two programs daily, two days a week, and three programs daily, three days a week. In return, Lucky Strike cigarettes, through Eastern States Radio Corporation, the program producer, furnishes a 24-hour radio news teletype from the United Press.

All stations are expected to provide at least 312 15-minute programs during the year, regardless of the number of weeks of broadcasting; but no more than fifteen programs may be credited for any one week. The regularly weekly schedule continues throughout the full broadcast year, even after the 312-program minimum has been passed.

Composition of program At almost all campuses, Luckies has ordered one news program daily and one sports program daily. (In a few instances one or more programs of music has been ordered. See your contract for specifications applicable to your station.) If yours is one of the stations where news and sports is ordered, you have been provided with the news teletype service to be used as your source of world, national and regional news and sports news. Generally speaking, the sponsor wants you to devote about two-thirds to three-fourths of each program to news or sports on the world, national and regional level; with the balance of the program devoted to campus items gathered by your own station staff. Of course, especially with respect to sports, you will want to vary this balance of campus and off-campus items as the major sporting seasons come and go or as unusually big stories on or off the campus make the news.

If you desire, each of your daily programs may be a combination of news and sports; or, you may schedule one news program and one program a combination of sports and recorded popular music.

Scheduling the programs Evening times are required unless you can provide, in a letter, compelling reasons why day times will provide a good audience. The Luckies programs must be scheduled so that each of the basic daily shows is heard at the same time each day of the week it is scheduled. For example, if you choose 8:00 p.m. for news, then the news must be scheduled at 8:00 p.m. every day of the week of your regular schedule. You must also be sure to arrange your schedule so that the beginning time of each Luckies program is at least an hour removed from the beginning time of any other Luckies program. For example, if you will carry Luckies news at 8:00 p.m., then no other Luckies program may be broadcast later than 7:00 p.m. nor earlier than 9:00 p.m. This rule also applies to makeup programs (see below).

Each station is asked to submit its suggested schedule for approval no later than September 1st.

Other cigarette advertising In no event may any other cigarette advertising - paid or otherwise - be broadcast within thirty minutes of the beginning or end of any Lucky Strike program. This includes promotional "mentions" of other cigarettes. When more than one cigarette account is scheduled on any station, College Radio Corporation endeavors to make sure that this rule is not violated as the regular contractual schedules are set up for each cigarette. But the station must be especially careful to observe this rule when planning makeups.

Production and Administration of
Lucky Strike College Radio Programs

The Program

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Changes in
Regular
Schedule

Once you have selected your regular schedule of Luckies programs and it has been approved by the sponsor, you must not make any changes in this approved schedule without the prior approval of the sponsor (to be requested through College Radio Corporation). (See rules for occasional exceptions due to cancelled programs, below.) If you find it necessary to request a change in your schedule, write a letter to College Radio Corporation stating: 1) the exact schedule you desire to be approved; 2) the reasons why the change is requested; 3) what evidence there is to demonstrate that the new time will provide good listenership; and 4) the date on which you desire the requested change to become effective. Please allow about two weeks for your request to be acted on.

Cancelled
Programs

Occasionally you will miss a Luckies program due to technical difficulties, or you will want to cancel a regularly scheduled program for some substitute broadcast in the public interest - for example, a political address, election night reports, or a play-by-play broadcast of a sports event. When this occurs - provided it does not occur more often than four times a month - prior approval of the sponsor is not required for rescheduling of your Luckies program if you observe the following rules:

1) if it appears that cancellation may endanger your completion of the required 312 programs by the end of the college year, schedule a makeup program within one week of the cancellation. Your makeup must be fifteen minutes in length and may be news, sports, or music, or any combination of these. Be certain that the beginning time of your makeup is at least an hour removed from the beginning time of any other Luckies program broadcast on the same day.

2) limit the number of makeup programs done in any one week to insure that no more than fifteen Luckies programs - regularly scheduled plus makeups - will be broadcast in one week. If necessary, in order to comply with this rule, delay one or more makeup programs to the next week following.

3) on your weekly certificate of broadcast (see below) state why the regular program was cancelled, what broadcast replaced the regular program, and what time the makeup program, if any, has been done.

The Program
Formats

A program format, or copy and instruction sheet, is provided each station for each type of program. One format has been prepared for use on all news programs. Another is used for sports or music programs. These formats contain the "live" opening and closing announcements to be read by your local station announcer at the beginning and end of each program, plus instructions as to which transcribed commercials are to be used when. These formats must be followed implicitly.

Transcribed
Commercials

Transcribed commercials as well as "live" announcements are used in the Luckies college radio series. New, revised commercials may be provided from time to time; as this occurs, special letters of instruction will be issued covering use of the new transcriptions. It is important that care be taken of all transcriptions to prevent damage from warping or rough handling. Should any of your commercials on transcription become damaged, or badly worn through normal use, write or wire College Radio Corporation promptly for a replacement. If an entire disc becomes damaged suddenly, rotate commercials from the remaining transcriptions until a replacement arrives for the unusable one. Do not continue to use scratchy transcriptions under any circumstances.

Follow instructions on the latest program formats in scheduling all transcribed commercials.

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Regular
Schedule

Once you have selected your regular schedule of Luckies programs and it has been approved by the sponsor, you must not make any changes in this approved schedule without the prior approval of the sponsor (to be requested through College Radio Corporation). (See rules for occasional exceptions due to cancelled programs, below.) If you find it necessary to request a change in your schedule, write a letter to College Radio Corporation stating: 1) the exact schedule you desire to be approved; 2) the reasons why the change is requested; 3) what evidence there is to demonstrate that the new time will provide good listenership; and 4) the date on which you desire the requested change to become effective. Please allow about two weeks for your request to be acted on.

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- 2) limit the number of makeup programs done in any one week to insure that no more than fifteen Luckies programs - regularly scheduled plus makeups - will be broadcast in one week. If necessary, in order to comply with this rule, delay one or more makeup programs to the next week following.
- 3) on your weekly certificate of broadcast (see below) state why the regular program was cancelled, what broadcast replaced the regular program, and what time the makeup program, if any, has been done.

The Program
Format

A program format, or copy and instruction sheet, is provided each station for each type of program. One format has been prepared for use on all news programs. Another is used for sports or music programs. These formats contain the "live" opening and closing announcements to be read by your local station announcer at the beginning and end of each program, plus instructions as to which transcribed commercials are to be used when. These formats must be followed implicitly.

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Follow instructions on the latest program formats in scheduling all transcribed commercials.

Live "Live" commercial copy (in addition to regular program opening and
Commercials closing announcements) may be distributed from time to time for use
in conjunction with your Luckies programs. Follow instructions on
the latest program formats in scheduling "live" copy, or instructions distributed
to you along with the copy.

Never read aloud on the air a commercial that is supposed to be
done from the transcription.

Be careful to refer to the product as Lucky Strike and never as
Lucky Strikes, if you have occasion to use this phrase on the air.

Affidavits and As in all national advertising accounts, a monthly affidavit of
Weekly Re- broadcast of your Luckies programs is required. This should coincide
ports with the entries in your station log, and must be notarized. As a
help to stations, the weekly report system has been created, which
calls for each station to mail an unnotarized report each Monday listing the pro-
grams done in the previous week. (A supply of forms and prepaid reply envelopes is
provided for this purpose twice a year by College Radio Corporation.) On the 1st
day of each month, all the entries from each station's weekly reports are set down
by CRC on a monthly affidavit form, which is then mailed to the station for checking,
signature and notarization, and return by the station to CRC.

What to Put For each broadcast day, enter on the weekly form in the space pro-
on Weekly vided the beginning time of each Luckies program and the commercial
Reports number of each commercial used (there should be two such commercials
in each program. Use of the "live" opening and closing announcements
is presumed and need not be specially noted on the report.) If you have missed any
regularly scheduled program, tell why on the report. If any program has been de-
layed in starting by a minute or more, state why. As you list program times, be
sure to specify whether they are a.m. or p.m. Mail the weekly reports no later
than Tuesday of each week to avoid penalty against your station in the "Best News-
cast Contest."

About the There are two main points about the monthly forms, or affidavits:
Monthly 1) keep them neat; and 2) return them to College Radio Corporation
Forms promptly when due.

NEATNESS: Always use a typewriter on the monthly affidavit. If you
don't have access to a typewriter, we suggest you make your entries on the "addi-
tion and correction" sheet which is stapled to the front of each monthly affidavit
form as it is mailed out. The entries you list on this sheet will be typed in on
the affidavit form for you by CRC. Don't write anything on the affidavit except
what is strictly pertinent: for example, such remarks as "Send more weekly report
forms" and the like will cause your affidavit to be rejected, and it will have to
be resubmitted. List only program beginning times, commercial numbers, and brief
notations of causes for departures from schedule - such as the phrase "cancelled -
technical difficulties" or "delayed due to play-by-play sports program preceding."

PROMPTNESS: When you receive your monthly affidavit form for check-
ing, signature and notarization, process it promptly - always have it in return
mail to College Radio Corporation within 48 hours. Prompt return of this affidavit
is your station's most important single national advertising administrative re-
sponsibility. Failure to get this report in on time can mean loss of the account.

If your affidavit has not reached CRC by the 10th of the month fol-
lowing the month of broadcast, a duplicate form is mailed to you. Should your form
still not be in our office by the 17th, you will be telephoned collect daily until
the report is in. Help save your time and money as well as ours by processing the
monthly affidavit quickly - it should require only from 5 to 10 minutes of your
time each month. Don't put it off - it's so easy to be prompt, and delay only
courts cancellation!

Live
Commercial
the latest program formats in scheduling "live" copy, or instructions distributed in conjunction with your Luckies programs. Follow instructions on closing announcements) may be distributed from time to time for use "live" commercial copy (in addition to regular program opening and

Never read aloud on the air a commercial that is supposed to be done from the transcription.

Be careful to refer to the product as Lucky Strike and never as Lucky Strikes, if you have occasion to use this phrase on the air.

As in all national advertising accounts, a monthly affidavit of broadcast of your Luckies programs is required. This should coincide with the entries in your station log, and must be notarized. As a help to stations, the weekly report system has been created, which calls for each station to mail an unnotarized report each Monday listing the programs done in the previous week. (A supply of forms and prepaid reply envelopes is provided for this purpose twice a year by College Radio Corporation.) On the last day of each month, all the entries from each station's weekly reports are set down by CRC on a monthly affidavit form, which is then mailed to the station for checking, signature and notarization, and return by the station to CRC.

What to Put on Weekly Reports
For each broadcast day, enter on the weekly form in the space provided the beginning time of each Luckies program and the commercial number of each commercial used (there should be two such commercials in each program. Use of the "live" opening and closing announcements is presumed and need not be specially noted on the report.) If you have missed any regularly scheduled program, tell why on the report. If any program has been delayed in starting by a minute or more, state why. As you list program times, be sure to specify whether they are a.m. or p.m. Mail the weekly reports no later than Tuesday of each week to avoid penalty against your station in the "Best News-Cast Contest."

About the Monthly Forms
There are two main points about the monthly forms, or affidavits: 1) keep them neat; and 2) return them to College Radio Corporation promptly when due.

NEATNESS: Always use a typewriter on the monthly affidavit. If you don't have access to a typewriter, we suggest you make your entries on the "addition and correction" sheet which is stapled to the front of each monthly affidavit form as it is mailed out. The entries you list on this sheet will be typed in on the affidavit form for you by CRC. Don't write anything on the affidavit except what is strictly pertinent; for example, such remarks as "Send more weekly reports" and the like will cause your affidavit to be rejected, and it will have to be resubmitted. List only program beginning times, commercial numbers, and brief notations of causes for departures from schedule - such as the phrase "cancelled - technical difficulties" or "delayed due to play-by-play sports program preceding."

PROMPTNESS: When you receive your monthly affidavit form for checking, signature and notarization, process it promptly - always have it in return mail to College Radio Corporation within 48 hours. Prompt return of this affidavit is your station's most important single national advertising administrative responsibility. Failure to get this report in on time can mean loss of the account.

If your affidavit has not reached CRC by the 10th of the month following the month of broadcast, a duplicate form is mailed to you. Should your form still not be in our office by the 15th, you will be telephoned collect daily until the report is in. Help save your time and money as well as ours by processing the monthly affidavit promptly - it should require only from 5 to 10 minutes of your time each month. Don't put it off - it's so easy to be prompt, and delay only courts cancellation!

Promotional Posters Three times each year - in October, January and April - your station will be sent a set of posters promoting the Luckies programs on your station. The beginning times of the Luckies shows, as well as your station call letters, will be displayed. When you receive these posters, please arrange to have them placed at strategic spots around your campus - on dormitory bulletin boards, in fraternity houses, and at the dining hall. If your college has a Student Marketing Institute representative in the student body, we may ask you to turn half the posters over to this representative for his use at off-campus locations. Post the remaining half on campus and report locations used on the poster placement form sent out with each distribution to stations. If there is no SMI student representative on your campus, then all posters sent you will be for placement by the station staff.

Occasionally, when a station has applied for and had approved a change in broadcast schedule of Luckies programs, posters will be received with non-current program times listed. In such cases, please have an artistically-endowed member of the station staff correct your posters so they may be used. The next time you receive a shipment of posters the new times will appear.

Promotional Spots From time to time transcribed or "live" promotional spot announcement copy will be distributed to all stations. These "promos" will be reminders to listeners to "tune in the Lucky Strike news tonight at _____ p.m." and are for use as often as convenient. Stations are encouraged to write up their own Luckies program promotional announcements and to schedule one announcement daily, as a minimum. Periodically during the year you will be asked to submit a report on your typical use of promotional spots.

Do use "promos" regularly - on participation shows, or at unsold station breaks.

Campus Publicity Whenever you find it possible to secure publicity about the Luckies programs or the teletype service provided by Lucky Strike - in the form of articles or "mentions" in the campus paper or magazine, please forward us a copy of each publication so that we may in turn pass it along to the sponsor. Interest expressed by the campus paper in your station and more especially in the news programs or the teletype service helps indicate to the sponsor the active nature of the job your station does for Luckies, so do what you can to get at least one mention of the Lucky Strike teletype in the campus paper during the year. And be sure Lucky Strike or the American Tobacco Company is credited with providing the news service! Since most campus papers received Luckies advertising during the year, they should be happy to cooperate with you in this respect.

Best Newscast Contest Each year a contest is conducted among all stations carrying Luckies college radio news programs produced through Eastern States Radio Corporation for the best newscast. Each station entering the contest is asked to submit a news program taped off the air, at three intervals during the year. The first entry should be a program broadcast during November; the second, during February; and the third, during April. Each entry must be received for judging within ten days following the end of the month of broadcast. Programs are judged on the basis of composition (what items are included in the program and what weight is given each item); delivery (the newscaster's technique); and production (adherence to specified format, whether proper commercials are used, how "live" commercials are delivered by local announcer; quality of reproduction of transcribed commercials and smoothness of their integration within the program.) Each of the three categories - composition, delivery and production - can contribute up to 10 points in scoring for each program entry. In addition, judges may award up to 2 extra points on second and third entries of the year from any station whose first program entry received a delivery rating of 5 or less, if substantial improvement

Promotional Posters

Three times each year - in October, January and April - your station will be sent a set of posters promoting the Luckies programs on your station. The beginning times of the Luckies shows, as well as your station call letters, will be displayed. When you receive these posters, please arrange to have them placed at strategic spots around your campus - on dormitory bulletin boards, in fraternity houses, and at the dining hall. If your college has a Student Marketing Institute representative in the student body, we may ask you to turn half the posters over to this representative for his use at off-campus locations. Post the remaining half on campus and report locations used on the poster placement form sent out with each distribution to stations. If there is no SMI student representative on your campus, then all posters sent you will be for placement by the station staff.

Occasionally, when a station has applied for and had approved a change in broadcast schedule of Luckies programs, posters will be received with non-current program times listed. In such cases, please have an artistically-windowed member of the station staff correct your posters so they may be used. The next time you receive a shipment of posters the new times will appear.

Promotional Spots

From time to time transcribed or "live" promotional spot announcements will be distributed to all stations. These "promos" will be reminders to listeners to "tune in the Lucky Strike news tonight at 7:00 p.m." and are for use as often as convenient. Stations are encouraged to write up their own Luckies program promotional announcements and to schedule one announcement daily, as a minimum. Periodically during the year you will be asked to submit a report on your typical use of promotional spots.

Do use "promos" regularly - on participation shows, or at unusual station breaks.

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in delivery is apparent.

Penalties: Deductions from a station's contest credit will be made for each weekly certificate of broadcast postmarked later than Tuesday of the week following broadcasting reported, or for each weekly certificate of broadcast not submitted; and for each monthly affidavit postmarked later than the 10th of the month following the month of broadcasting reported. The penalty for each late or unsubmitted weekly certificate is 5 points; for each late affidavit, 10 points. Failure to submit three program entries shall disqualify a station.

From five to ten prizes are offered for each broadcast year, usually totaling approximately one thousand dollars in value. Exact details of prizes will be announced in an early Fall newsletter.

Tapes submitted may be mailed to College Radio Corporation, 14 West 45th Street, New York 36. Please record at $7\frac{1}{2}$ inches per second (right is reserved to disqualify entries recorded at other speeds). All programs submitted become the property of Eastern States Radio Corporation.

Each tape received from a station as a contest entry will be promptly replaced. Please submit all programs on full reels to simplify the replacement process. No other acknowledgement of receipt of a program entry will be made, except shipment of a replacement tape.

Surveys

Twice each year (in October and in March) a short survey form is distributed to all stations. A sampling of about $3\frac{1}{2}\%$ of the enrollment or 100 students (whichever is greater) is usually requested. Questions include queries about smoking habits and listening habits. Complete, detailed instructions about how to conduct the survey, together with question sheets and tally forms to simplify your job, are distributed with each survey. Your utmost cooperation in getting these simple surveys done promptly is urgently needed. To be useful, surveys must be completed on all campuses at approximately the same time - so don't delay doing yours promptly. From 2 to 10 members of your staff (depending on the size of your college) can complete this survey in an hour's time on a single evening - it's easy to do. The results absolutely must be tabulated promptly as they are a definite factor in the sponsor's evaluation of your station's effectiveness. Some parts of this survey are used in the solicitation of accounts other than Luckies. So, in doing a good, conscientious job on this, you not only help keep the Luckies program on your station, you also help your national representative get new business for you. Accuracy is the most important consideration in the survey. Do it carefully!

Going off the Air

Occasionally a station will be compelled to leave the air for engineering modifications, to move to a new studio, or some other reason. If your station leaves the air for more than 24 hours, you must wire College Radio Corporation, 14 West 45th Street, New York, to that effect at once. (You may wire collect - but wire as soon as 24 hours have passed.) A telegram is not necessary, of course, if you leave the air for a regular vacation period which has already been reported to CRC as you submitted your calendar of broadcast dates at the beginning of the year.

Your failure to comply with the above rule may very well result in cancellation of your national advertising accounts by the various sponsors. It's easy to send CRC a collect wire if you have to shut down - and it may save you a national account you would otherwise lose!

Questions

Feel free to write to College Radio Corporation at any time for information about any aspect of the Luckies series you may want further details on. If in doubt, get in touch with us! We stand ready to help you and your station in any way we possibly can.

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